

**SELF-SERVICE CATALOG MANAGER FOR STORES IMPLEMENTED ON A
COMMUNICATIONS NETWORK**

ABSTRACT OF THE DISCLOSURE

A computerized self-service platform assists merchants in creating and managing stores on a computer network. In one aspect, a system for managing a store includes a product database and an ecommerce storefront, with the ecommerce storefront referencing information in the product database. A product administration module (e.g., a catalog manager) allows the merchant to manage the product database on a self-serve basis. Separating the storefront from the product database can yield numerous advantages.